



U.S. Small Business Administration

NEWS RELEASE

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SANTA ANA, CA - Jackie Steed, owner of Temecula-based [Clear Blue Promotions](#), has been named Region IX Home-Based Business Champion of the Year by the U.S. Small Business Administration. Region IX covers California, Nevada, Arizona, Hawaii and Guam. Steed will be honored, along with other individuals, at the [47th Annual Small Business Week Awards](#) luncheon, June 2nd, at the Embassy Suites Anaheim-South in Garden Grove.

The Home-Based Business Champion must be an individual who has experienced the rewards and difficulties of home-based business ownership and has dedicated efforts to improve the climate for these types of businesses.

Steed was nominated by Paul Nolta of the [Inland Empire Small Business Development Center](#), where she has received counseling assistance since 2006.

Steed started Clear Blue Promotions, a promotional products company, in October 2008. She co-founded a different firm two years earlier after discovering she had a desire to help businesses promote themselves in creative and cost-effective ways. Steed's ability to help businesses market themselves through promotional items and her access to thousands of suppliers and products helps her clients find the perfect item for trade shows and other events. Her company's motto is "We can put your logo on anything!"

Since Steed works from a home office, it is very important for her to remain active in the community by volunteering for and sponsoring local events. As a [Temecula Valley Chamber of Commerce](#) member and board director, Steed donates many hours to create and improve networking activities that directly support the home-based business community, including serving as the Expo Chair for the Susan G. Komen Race for the Cure and completing the [Referral Institute's](#) Certified Networker Program, a 12-week course that helps business owners understand and master the referral and networking processes. Steed also attends the IESBDC's Business Success Forum and encourages other home-based businesses to do the same.

Steed is known throughout the community as someone who will advocate for other home-based business owners. Kristy Glaudini, of [Demarle At Home](#), submitted a letter of support, saying "Jackie introduced me to the value of getting my name out there. She is a professional in everything she does. My business would not be as strong as it is now without her kindness and encouragement."

Clear Blue Promotions launched "Pennies for Pens", a fundraiser for local charities, last October. Steed's company donates a penny for every pen purchase a client makes. "Promotional pens are the most popular item we sell. We hope to raise money and awareness for local charities while allowing our customers to promote themselves," explains Steed. This month has been Clear Blue's best since Steed went into business. "I owe this to the relationships I have built and the referrals that have come from those relationships," replied Steed when asked about her firm's success.

Every year since 1963, the President of the United States has proclaimed National Small Business Week to recognize the contributions of small businesses to the economic well-being of America. Small businesses are major contributors to the strength of the American economy. More

than half of Americans either own or work for a small business. Sixty to eighty percent of new jobs in the country are created by small businesses. The SBA recognizes this special impact made by outstanding entrepreneurs and small business champions during festivities in Washington, D.C. in May and locally at the 47th Annual Small Business Week Awards on June 2nd in Garden Grove.

Registration for the awards luncheon is available at www.2010smallbizweek.eventbrite.com.

National Small Business Week information is available at www.nationalsmallbusinessweek.com.

Additional information about the 47th Annual Small Business Week Awards luncheon is available by contacting christopher.lorenzana@sba.gov or 714.560.7453.

Information about the U.S. Small Business Administration is available at www.sba.gov.